

Le Figaro purchases the METEO CONSULT group

Boulogne-Billancourt, 2 October 2008 : Le Figaro has bought from PROSODIE, operator of online services for the remote exchange of major account information, its 100% stake in METEO CONSULT, the leading private media French group in the weather forecasting sector. This transaction is in line with Le Figaro's cross media (TV, internet, mobile) strategy.

This is part of the Figaro Group's digital rollout strategy on information (evene.fr, sport24.com, etc) and services (BazarChic.com, Ticketac.com, the AdenClassified site, etc).

A leader in this sector, METEO CONSULT is specialized in forecasts, studies and meteorological monitoring on a local, national and international level. The group's business includes the following brands: "La Chaîne Météo" (only French TV channel dedicated to weather forecasts and aimed at the general public) and METEO CONSULT, which markets more detailed services to demanding individuals and professionals.

Le Figaro has become THE reference with regard to meteorological information in the TV and internet domains:

La Chaîne Météo attracts close to 3 million viewers per week. On the internet, the unduplicated audience of the METEO CONSULT sites exceeded 3.3 million unique visitors per month at July 2008*.

This major acquisition marks a turning point for Le Figaro. *"Weather forecasts are an important daily requirement for households and essential for professionals. Weather is a key theme, whatever the medium. This purchase shows our intention to strengthen our position as a leading group for information and services. With the increase in internet assets and the addition of METEO CONSULT and La Chaîne Météo, the Figaro Group now reaches a record audience of 10,167,874 unique visitors*, therefore reaching one out of every three internet surfers",* explains Sofia Bengana, CEO New Media of Figaro group.

The sale of Prosodie's BtoC services, announced in September 2007 ends with the purchase by the Figaro Group of the last two subsidiaries of the Prosodie Info division. Prosodie was advised by Ohana & Co on this operation.

The PROSODIE group is now focusing its solutions to large companies and authorities through its service lines within customer contact, e-commerce, pre-payment, telephony over IP and internet facilities management solutions in the four countries where the group has a presence: France, Spain, USA and Canada.

* Source: Nielsen/NetRatings – July 2008

About PROSODIE

PROSODIE develops and operates telecommunications services and IT solutions that allow customers, clients, partners and/or employees of even the largest public and private organizations the ability to access and exchange information. In North America, PROSODIE Interactive, a regional operating unit of PROSODIE, is an industry leading Interactive Voice Response and VACD service provider working with leading multi-national organizations in USA and Canada. PROSODIE also provides professional eCommerce platform solutions for retailers who want to expand their business internationally and proposes a One stop eCommerce Shop for seamless internationalization. PROSODIE partners with clients throughout different industries such as Pharmaceutical, Financial, Retail, Direct Response Media and Advertising. The company has years of experience helping these organizations increase both the efficiency and customer experience of their Customer Relationship through Automated IVR DTMF and Speech applications, VACD and Web solutions.

With a presence in France, Spain, USA and Canada, PROSODIE had 2007 consolidated revenues of 172.2 M€ and a current operating income of 11.9 M€.

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